

2009 VIDEO VOTERS' GUIDE TAPING TIPS

ARRIVAL:

- ➔ **Arrive at least fifteen minutes early.** Parking is limited, and you may want time to refresh your appearance before taping. Appointment times are firm. Taping will be stopped at 15 minutes after the half hour to allow you time to select and certify the version you want published.
- **Double-check the time and location.** We tape in downtown Seattle.

PREPARATION:

- ➔ **REHEARSE and TIME your statement IN ADVANCE, to ensure that it does not go over 2 minutes.** This cannot be over-emphasized! The better you prepare for your session, the more productive your time in the studio will be. Practice out loud. **PRACTICE!**
- A two-minute presentation should generally be no more than 350 words, but practice out loud. The presentation need not resemble your voter pamphlet statement. (Different rules apply.)
- **Teleprompter use:** The Seattle Channel teleprompter is available to those who submit a properly formatted file to the SEEC, mardie.holden@seattle.gov, **at least two (2) business days prior to your appointment. The file must be in Times New Roman, 16 pt font, with no bullets, italics, bolds, or underlines.** Use of the teleprompter is optional.
NOTE: If your file is not received at least 2 business days prior to your appointment and in the proper format, or you choose not to use the teleprompter, you may tape without the teleprompter. Remember to bring a hard copy to use as backup as well as to assist with closed captioning.
- Notes should be in a large font, 14 pt or larger. Each speaker will stand behind a stand on which you can set notes.
- Even if you use notes, practice looking at the camera before, during, and after your speech.
- City of Seattle and King County Administrative Rules provide that no defamatory language is permitted and candidates must not discuss their opponent(s) on the videotape.

APPEARANCE:

- To improve your camera appearance, **avoid busy prints**, such as pinstripes or checkered patterns as they tend to “shimmer” on camera. **Avoid white**, as it can be overly bright on camera, and **avoid high contrast colors**, such as a white shirt with a black jacket. **Pastel or other light colors work best.**
- **Uniforms, costumes, insignia, and campaign buttons are not permitted on the tape.**
- A microphone will be attached to your clothing, out of sight of the camera. For this reason, **please wear a jacket, shirt, or top that will support a clip-on microphone.**
- Normal or no make-up is fine. Lights in the taping studio can get very warm. Therefore, you may want to have **facial powder** to hide any shiny spots that may appear on your face.

PRESENTATION:

- **Continue speaking through any mistakes. Do not stop if you stumble on a word.** This will enhance the smoothness of your final presentation, and will ensure that you have at least one complete take before your appointment ends.
- Keep body movements, such as hand and head movements to a minimum. They can distract from what you are saying on a videotape.
- Relax. Take a deep breath before starting. Act and speak naturally. Stiffness or jerky movements may appear strange on camera.
- No more than one additional person is allowed in the studio.

NOTE: It is **very** important that you **rehearse out loud and time your presentation in advance** to get the most from your thirty-minute appointment. We tightly adhere to the time limit. **Taping will be stopped at 15 minutes after the ½ hour** to allow time for you to select the version to be published and sign required documents attesting to your selection. Expect a maximum of three “takes”.

For more information call the VVG coordinator, Mardie Holden, 206-684-0595.